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>
> *Michael Onyeka Ezeadichie*

IKEJA, LAGOS, NIGERIA, September 7, 2026 /EINPresswire.com/ -- Haelsoft Digital has launched Haelsoft Marketplace, a creator commerce platform built to help African creators, educators, and professionals sell courses, digital products, and services online, without the barriers imposed by platforms designed for Western markets.

As early as 2020, Africa's digital economy was projected to reach $180 billion by 2025, according to the International Finance Corporation and Google, yet until now, most creators on the continent remain underserved by existing commerce platforms. A bulk of Sub-Saharan Africa's population is under 30, and millions of these young people enter the labour market annually. Many have marketable skills but no practical way to sell them online.

Haelsoft Marketplace was built to close that gap.

Why Haelsoft Marketplace Over Existing Creator Commerce Platforms

Many creator commerce platforms out there were not designed for the realities of African digital commerce. Haelsoft Marketplace addresses this head-on with African payment integrations that support mobile money and local bank transfers, a mobile-first and data-light architecture built for smartphone users on prepaid data plans, multi-currency support so creators can price products in their local currency, built-in marketplace traffic that gives creators discoverability from day one, and lower barriers to entry so anyone with knowledge to share can start selling in minutes rather than days.

What Creators Can Sell

The platform enables users to sell online courses, ebooks, templates, freelance services, webinars, coaching programs, and consulting packages from a single storefront, no coding required. A creator in Lagos can register, upload a course on digital marketing, price it in naira, and start collecting payments through methods their buyers already use.



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“We built this platform because African creators have been locked out of the global digital commerce economy for too long,” said Michael Ezeadichie, Co-founder of Haelsoft Digital. “The platforms that work in the West assume stable internet access, international payment infrastructures, and desktop-first users. None of that reflects how most Africans actually work, which reduces the efficacy of selling courses online on these international platforms. We at Haelsoft face similar challenges, so we built Haelsoft Marketplace from the ground up to suit how African creators create and sell.”

Michael Ezeadichie is a digital marketing strategist, educator, and technology entrepreneur who has spent over a decade helping African businesses and professionals build online visibility and revenue streams.

During its pilot phase, Haelsoft Marketplace attracted hundreds of creators across Nigeria, Ghana, Kenya, and South Africa. Each creator gained access to built-in marketplace discoverability, easy-to-use creator tools, analytics dashboards, secure payment processing, community engagement tools, and an advanced security infrastructure.

What Next for Haelsoft Marketplace

The company plans to expand with AI-powered tools for content creation and marketing, alongside partnerships with telecommunications providers and educational institutions to reach creators in areas where internet access remains inconsistent.

“Our platform is designed to give thousands of creators across Africa the tools they need to succeed in knowledge commerce,” Ezeadichie said. “But tools only matter if they lead to income. That is why we focused on removing every barrier between what you know and what you can earn from it.”

African creators, educators, consultants, freelancers, and experts interested in monetizing their knowledge can register today and begin selling courses, ebooks, coaching programs, templates, and professional services through Haelsoft Marketplace.

About Haelsoft Digital

Haelsoft Digital is a Lagos-based technology and digital marketing company that provides technology and digital marketing solutions to organizations, government institutions, and individuals across Africa and beyond. The company also builds tools for African creators and entrepreneurs to turn their skills into income, supporting digital commerce, skills training, and professional development across the continent. Haelsoft operates with the belief that economic opportunity should not depend on geography or technical expertise.

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